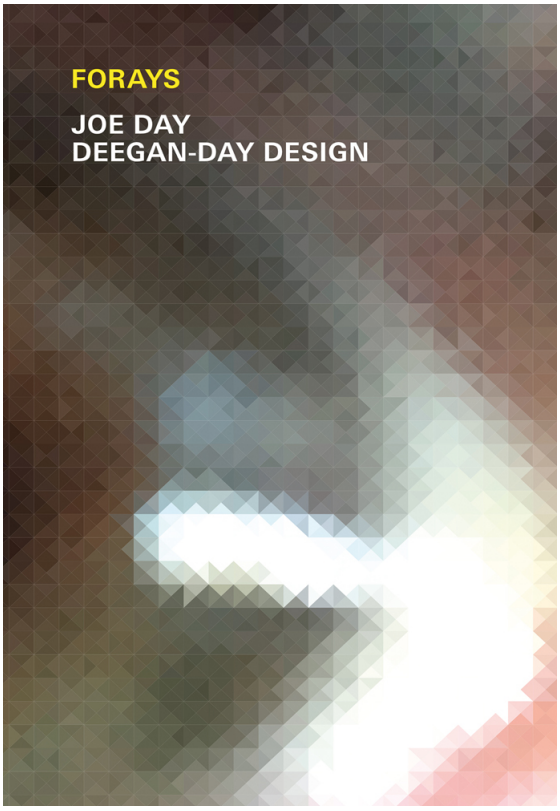
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Forays

Joe Day

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- *Forays* gathers the designs of Joe Day and Deegan-Day Design, a Los Angeles-based studio exploring and intervening in visual hierarchies within the built environment
- This book is an important contribution to a fast-expanding body of architectural research into vision, projection, perspective, and the digital turn. As computational design exhausts the potential of variation-for-its-own-sake, the need for technological advance to sharpen our interactions with space, imagery both moving and fixed, and with one another rises to the fore

How does one envision architecture? ***Forays***
gathers the work of Joe Day and Deegan-Day Design into six diptychs, unified by this question. Working in a wide range of media and scales, Day's work mines the differentials between perspective and projection.

Forays
is organised in six diptychs, the first two paired projects are books in their own right; the second pair, a clothing line and a first building; the third, two houses; the fourth, two plays on brand identity and design methodology; the fifth, permanent and transient cinema proposals; and the sixth, two series of speculative work in local and global registers. Modelled on a comparison of two classic cameras – the Leica M3 and Polaroid SX-70 – each diptych includes a project with more 'Leica' to it – a more bounded, Cartesian clarity or distilled focus – and another closer to an SX-70 in its moving or folding parts, its shape-shifting adaptability.

Joe Day is a designer and architectural theorist in Los Angeles where he leads Deegan-Day Design and serves on the design and history/theory faculty at the Southern California Institute of Architecture (SCI-Arc).

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